

Subject
1 (b) selecting [said] a television, radio, print, or multimedia program and
2 transferring said television, radio, print, or multimedia program to the output device
3 for delivery to a user;

4 (c) detecting [a specific control] instruct signal in the information
5 transmission and passing said detected [specific control] instruct signal to said
6 computer;

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7 (d) generating a receiver specific datum by processing information that is
8 stored in said computer in response to said control signal;

9 (e) communicating said receiver specific datum to said output device; and
10 subsequently

11 (f) ceasing to communicate said receiver specific datum to said output
12 device.

Subject
13 3. The method of claim 2, further comprising the step of receiving said
14 television, radio, print, or multimedia program from a remote station.

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15 4. The method of claim 2, further comprising the steps of:

16 generating a second receiver specific datum;

17 detecting a first further instruct signal and passing said first further instruct
18 signal to said computer; and

19 delivering at the output device a second combined or sequential output of said
20 program and a receiver specific datum by controlling said computer to communicate
21 said second receiver specific datum to said computer in response to said first further
22 instruct signal.

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1 5. The method of claim 2, further comprising the steps of:
2 storing said television, radio, print, or multimedia program on a programming
3 storage device;
4 playing said programming storage device and communicating said television,
5 radio, print, or multimedia program from said programming storage device in an
6 information transmission; and
7 detecting said first named instruct signal or one or more further instruct signals
8 in said information;
9 passing one or more instruct signals detected in said information transmission to
10 said computer; and
11 controlling said computer in response to said passed one or more instruct
12 signals.

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13 6. A method of controlling a remote intermediate mass medium program
14 transmitter station to communicate mass medium program material to a remote
15 receiver station and controlling said remote receiver station to deliver an individualized
16 mass medium program presentation, said method of controlling comprising the steps
17 of:

18 (1) receiving a unit of mass medium programming to be transmitted by the
19 remote intermediate mass medium transmitter station and delivering said unit of mass
20 medium programming to a transmitter;

21 (2) receiving one or more instruct signals at said remote intermediate mass
22 medium transmitter station, said instruct signals operate at the remote receiver station

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1 to generate a receiver specific datum for presentation in a specific type of programming
2 presentation, and communicating said one or more instruct signal to said transmitter;

3 (3) receiving one or more control signals at said remote intermediate mass
4 medium transmitter station, said control signals operate at the remote intermediate
5 mass medium transmitter station to control the communication of said unit of mass
6 medium programming or said one or more instruct signals; and

7 (4) transmitting from said remote intermediate mass medium transmitter
8 section an information transmission comprising said unit of mass medium
9 programming and said one or more instruct signals, said unit of mass medium
10 programming or said one or more instruct signals transmitted in accordance with said
11 one or more control signals.

12 7. The method of claim 6, wherein said mass medium program comprises
13 audio or text.

14 8. The method of claim 6, wherein said mass medium program is a television
15 program.

16 9. The method of claim 6, wherein said one or more instruct signals comprise
17 some downloadable executable code.

18 10. The method of claim 6, wherein said specific time is a scheduled time of
19 transmitting said one or more units of mass medium programming at said remote
20 intermediate mass medium program transmission station or said one or more control
21 signals are effective at the remote intermediate mass medium program transmission

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1 station to control one or more of said plurality of selective transmission devices at
2 different times.

3 11. A method of controlling a remote intermediate data transmitter station to
4 communicate data to one or more receiver stations, with said remote transmitter station
5 including a broadcast or cablecast transmitter for transmitting one or more signals
6 which are effective at a receiver station to instruct a computer or processor, a plurality
7 of selective transmission devices each operatively connected to said broadcast or
8 cablecast transmitter for communicating a unit of data, a data receiver, a control signal
9 detector, and a controller or computer capable of controlling one or more of said
10 selective transmission devices, and with said remote transmitter station adapted to
11 detect the presence of one or more control signals, to control the communication of
12 specific instruct signals in response to detected specific control signals, and to deliver at
13 its broadcast or cablecast transmitter one or more instruct signals, said method of
14 communicating comprising the steps of:

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15 (1) receiving an instruct signal to be transmitted by the remote intermediate
16 data transmitter station and delivering said instruct signal to a transmitter, said instruct
17 signal being effective at a receiver station to generate a receiver specific datum for
18 presentation in a specific type of programming presentation;

19 (2) receiving one or more control signals which at the remote intermediate
20 data transmitter station operate to control the communication of said instruct signal;
21 and

22 (3) transmitting said one or more control signals to said transmitter before a
23 specific time.

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1 12. The method of claim 11, further comprising the step of embedding a
2 specific one of said one or more control signals in said instruct signal or in an
3 information transmission containing said instruct signal before transmitting said
4 instruct signal to said remote transmitter station.

5 13. The method of claim 11, wherein said specific time is a scheduled time of
6 transmitting said instruct signal or some information associated with said instruct
7 signal from said remote intermediate data transmitter station and said one or more
8 control signals are effective at said remote intermediate data transmitter station to
9 control one or more of said plurality of selective transmission devices at different times.

10 14. A method of controlling one or more of a plurality of receiver stations
11 each of which includes a mass medium program receiver, a signal detector, at least one
12 computer or processor, and with each said receiver station adapted to detect the
B2 cont 13 presence of one or more control signals and to input a viewer reaction to a specific offer
14 communicated in a mass medium program, said method of controlling comprising the
15 steps of:

16 (1) receiving an instruct signal at a transmitter station and delivering said
17 instruct signal to a transmitter, said instruct signal being effective at a receiver station to
18 generate a receiver specific datum for presentation in a specific type of programming
19 presentation;

20 (2) receiving a code or datum at said transmitter station, said code or datum
21 designates said instruct signal or a viewer reaction to an offer communicated in a mass
22 medium program;

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1 (3) receiving one or more control signals at said transmitter station, said one
2 or more control signals at the one or more receiver stations operate to identify or select
3 said instruct signal;

4 (4) transferring said code or datum or said one or more control signals to a
5 transmitter at said transmitter station; and

6 (5) transmitting said instruct signal, said code or datum and said one or more
7 control signals from said transmitter station.

8 15. The method of claim 14, wherein said one or more control signals or said
9 code or datum is embedded in a television signal or in a signal containing a television
10 program.

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11 16. The method of claim 14, wherein said one or more control signals are
12 effective to output a viewer order for said designated product or service, said method
13 further comprising the steps of communicating to said transmitter and transmitting
14 some information which is effective at the receiver station to select or assemble specific
15 information to communicate to said remote data collection site.

16 17. The method of claim 14, wherein said one or more control signals
17 incorporate some of some downloadable executable code.

18 18. The method of claim 14, wherein said mass medium program is text.

19 19. A method of generating and encoding signals to control a presentation
20 comprising the steps of:

21 receiving a program that contains video information;

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1 receiving an instruction, said instruction designating supplemental program
2 material and having effect at a receiver station to generate a receiver specific datum for
3 presentation in a specific type of programming presentation;

4 encoding said instruction, said step of encoding translating said instruction to a
5 control signal, said control signal for directing an ancillary processor to perform said
6 specified coordination of said supplemental program material indicated by said
7 instruction with said program; and

8 storing said control signal from said step of encoding, said control signal in
9 conjunction with said program, said supplemental program material and said ancillary
10 processor controlling presentation of said program and said supplemental program
11 material.

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12 20. The method of claim 19 wherein said supplemental program material is
13 stored at the same location as said ancillary processor and said control signal from said
14 step of encoding directs said ancillary processor to generate a video overlay that is
15 coordinated with said video information in said program.

16 21. The method of claim 20 further comprising the step of:
17 transmitting a combined video signal from said program and said video overlay
18 generated by said ancillary processor over a broadcast or cablecast network to a
19 plurality of receiver stations.

20 22. The method of claim 20 further comprising the step of:
21 transmitting a combined video signal from said program and said video overlay
22 generated by said ancillary processor to a video display.

1 23. A method of controlling at least one of a plurality of receiver stations each
2 of which includes a broadcast or cablecast signal receiver, at least one processor, a
3 signal detector, said signal detector adapted to receive signals from a broadcast or
4 cablecast signal, and said processor programmed to respond to signals from said
5 detector, and said method of controlling comprising the steps of:

6 (1) receiving at a broadcast or cablecast transmitter station an instruct signal
7 which is effective at the receiver station to generate a receiver specific datum for
8 presentation in a specific type of programming presentation;

9 (2) transferring said instruct signal from said transmitter station to a
10 transmitter;

11 (3) receiving one or more control signals at said transmitter station, said
12 control signals identifying at least one specific receiver station in which said instruct
13 signal is addressed; and

14 (4) transferring said one or more control signals from said transmitter station
15 to a transmitter, said transmitter station broadcasting or cablecasting said instruct signal
16 and said one or more control signals to said plurality of receiver stations.

17 24. The method of claim 23, wherein said instruct signal or said control signal
18 is embedded in the non-visible portion of a television signal.

19 25. The method of claim 23, wherein said one or more control signals
20 identifies two of said plurality of receiver stations asynchronously and each of said two
21 receiver stations receive and respond to said instruct signal asynchronously.

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26. The method of claim 23, wherein a switch communicates signals selectively from a receiver and a memory or recorder to a transmitter, said method further comprising one from the group consisting of:

- detecting a signal which is effective at the transmitter station to instruct communication;
- determining a specific signal source from which to communicate a signal to a transmitter;
- controlling said switch to communicate a signal to said transmitter in response to a signal which is effective at the transmitter station to instruct communication;
- controlling said switch to communicate a signal from a selected signal source;
- and
- controlling said switch to communicate to said memory or recorder a signal which is effective at the receiver station to instruct.

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27. The method of claim 23, wherein a controller controls a switch to communicate to a transmitter a selected signal, further comprising one from the group consisting of:

- detecting a signal which is effective at the transmitter station to instruct transmission;
- inputting to said controller a signal which is effective to control said switch;
- controlling said switch to communicate one or more signals according to a transmission schedule;

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1 controlling said switch to communicate from a specific one of a plurality of signal
2 sources; and
3 controlling said switch to communicate a signal to a selected one of a plurality of
4 transmitters.

5 28. The method of claim 23, further comprising one from the group consisting
6 of:

7 transmitting to a receiver station one or more data that designate a time or a
8 channel of transmission of said instruct signal or that specify the title of or some subject
9 matter contained in a unit of mass medium programming or data associated with said
10 instruct signal; and

11 transmitting to a receiver station a control signal to cause said receiver station to
12 tune to a broadcast or cablecast transmission containing a specific instruct signal.

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13 29. The method of claim 23, wherein said one or more control signals further
14 comprise downloadable executable code targeted to said processor at one or more of
15 said plurality of receiver stations, said downloadable executable code programming the
16 way or method in which said at least one processor responds to said instruct signal.

17 30. The method of claim 23, wherein at least one receiver station is adapted to
18 detect the presence of said control signal or programmed to respond to said instruct
19 signal on the basis of the location of a signal in an information transmission, said
20 method further comprising the step of causing at least some of said control signal or
21 instruct signal to be transmitted in said location.

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1 31. An interactive method for multimedia programming promotion and
2 delivery for use with an interactive mass medium program output apparatus
3 comprising the steps of:
4 displaying a mass medium program that promotes multimedia programming,
5 said interactive mass medium program output apparatus having an input device to
6 receive input from a subscriber;
7 prompting said subscriber during said mass medium program whether said
8 subscriber wants said multimedia programming promoted in said step of displaying,
9 said interactive mass medium program output apparatus having an output device for
10 outputting said multimedia programming;
11 receiving a reply from said subscriber at said input device in response to said
12 step of prompting said subscriber, said interactive mass medium program output
13 apparatus having a processor for processing said subscriber reply and controlling
14 delivery of said multimedia programming in response to instructions;
15 delivering instructions at said interactive mass medium program output
16 apparatus in response to said step of receiving a reply, said instructions controlling said
17 interactive mass medium program output apparatus;
18 processing said instruction from said step of delivering, said instructions
19 effective to generate a receiver specific datum for presentation in a specific type of
20 programming presentation; and
21 presenting said multimedia programming on the basis of said instructions.

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22 32. The method of claim 31, wherein one or more of said instructions is
23 embedded in the non-visible or non-audible portion of a mass medium program signal.

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1 33. The method of claim 31, wherein information evidencing the availability,
2 use or usage of said mass medium program or said multimedia programming is stored
3 or communicated to a remote data collection station, said method further comprising
4 the step of selecting evidence information that identifies or designates one or more of:

- 5 (1) a mass medium program;
6 (2) a use of programming;
7 (3) a transmission station;
8 (4) a receiver station;
9 (5) a network;
10 (6) a broadcast station;
11 (7) a channel on a cable system;
12 (8) a time of transmission;
13 (9) a unique identifier datum;
14 (10) a source or supplier of data;
15 (11) a publication, article, publisher, distributor, or an advertisement;
16 and
17 (12) an indication of copyright.

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18 34. The method of claim 31, wherein said instructions incorporate executable
19 code said method further comprising the steps of communicating said executable code
20 to said processor and performing, on the basis of said executable code, one selected
21 from the group consisting of:

- 22 (1) receiving a signal containing said multimedia programming;

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- (2) actuating a video, audio, or print output device, as appropriate, to output said multimedia programming;
- (3) decrypting at least a portion of said multimedia programming;
- (4) controlling a selective transmission device to communicate said selected specific output to said selected specific output device;
- (5) generating a receiver specific datum to present with said multimedia programming; and
- (6) delivering a receiver specific datum at said interactive mass medium program output apparatus simultaneously or sequentially with said mass medium program or said multimedia programming.

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35. An interactive method for promotion and delivery of computer instructions for use with an interactive mass medium program output apparatus comprising the steps of:

- displaying a mass medium program that promotes one or more computer instructions which are effective to control in a specific type of programming presentation, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;
- prompting said subscriber during said mass medium program whether said subscriber wants said one or more computer instructions promoted in said step of displaying, said interactive mass medium program output apparatus having a memory for storing a code or datum;

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1 receiving an reply from said subscriber at said input device in response to said
2 step of prompting said subscriber, said interactive mass medium program output
3 apparatus having a processor for processing said subscriber reply;
4 processing said reply from said step of receiving a reply and selecting a code or
5 datum designating said computer instructions, said interactive mass medium program
6 output apparatus having a transmitter for communicating subscriber information to a
7 remote site;
8 communicating said selected code or datum to a remote site;
9 delivering said one or more computer instructions to said processor; and
10 generating a receiver specific datum for presentation in said specific type of
11 programming presentation on the basis of said delivered one or more computer
12 instructions.

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13 36. The method of claim 35, wherein information evidencing the availability,
14 use or usage of said computer instructions are stored at said interactive mass medium
15 program output apparatus or communicated to a remote data collection station, said
16 method further comprising the step of selecting evidence information that identifies or
17 designates one or more of:

- 18 (1) a mass medium program;
19 (2) a use of data;
20 (3) a transmission station;
21 (4) a receiver station;
22 (5) a network;

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- 1 (6) a broadcast station;
- 2 (7) a channel on a cable system;
- 3 (8) a time of transmission;
- 4 (9) a unique identifier datum;
- 5 (10) a source or supplier of data;
- 6 (11) a publication, article, publisher, distributor, or an advertisement;
- 7 and
- 8 (12) an indication of copyright.

9 37. The method of claim 35, wherein said interactive mass medium program
10 output apparatus receives some downloadable executable code from a remote site, said
11 method further comprising the steps of communicating said downloadable executable
12 code to said processor and performing, on the basis of said executable code, one
13 selected from the group consisting of:

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- 14 (1) receiving a signal containing said computer instructions;
- 15 (2) actuating a video, audio, or print output device, as appropriate, to
- 16 output said computer instructions or processed information of said
- 17 computer instructions;
- 18 (3) decrypting at least some of said computer instructions;
- 19 (4) controlling a selective transmission device to communicate at least
- 20 some of said computer instructions to a storage device or an output
- 21 device;
- 22 (5) generating a receiver specific datum to present with said computer
- 23 instructions; and

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1 (6) delivering a receiver specific datum at said interactive mass
2 medium program output apparatus simultaneously or sequentially
3 with said mass medium program or said computer instructions.

4 38. A method of controlling a receiver station including the steps of:
5 detecting the presence or absence of a broadcast or cablecast control signal;
6 inputting an instruct-to-react signal to a processor based on said step of detecting
7 the presence or absence of a control signal;
8 controlling said processor to output specific information in response to said step
9 of inputting an instruct-to-react signal; and
10 generating a receiver specific datum for presentation in a specific type of
11 programming presentation on the basis of information received from said processor
12 based on said step of controlling a processor.

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13 39. The method of claim 38, wherein a buffer is operatively connected to said
14 processor for buffering input, said method further comprising the step of:
15 inputting said instruct-to-react signal directly to said processor.

16 40. The method of claim 38, wherein said processor processes a datum
17 designating a television channel or a television program, said method further having
18 one step of the group consisting of:
19 controlling a tuner to tune a receiver to receive the television channel or
20 television program designated by said processed datum;

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1 controlling a selective transmission device to input to a control signal detector at
2 least some portion of the television channel or television program designated by said
3 processed datum;

4 controlling a control signal detector to search for one or more control signals in
5 the television channel or television program designated by said processed datum;

6 controlling a selective transmission to input to a computer control signals
7 detected in the television channel or television program designated by said processed
8 datum;

9 controlling a computer to respond to control signals detected in the television
10 channel or television program designated by said processed datum;

11 controlling a television monitor to display video or audio contained in the
12 television channel or television program designated by said processed datum;

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13 controlling a video recorder to record or play video or audio contained in the
14 television channel or television program designated by said processed datum; and

15 controlling a selective transmission device to communicate to a video recorder or
16 a television monitor the television channel or television program designated by said
17 processed datum.

18 41. The method of claim 38, wherein said processor processes a datum
19 designating one or more specific channels of a multichannel cable or broadcast signal,
20 said method further having one step of the group consisting of:

21 controlling a tuner to tune a converter to receive the one or more specific
22 channels designated by said processed datum;